

## Florida

### Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases

<http://www.doh.state.fl.us/family/obesity/index.html>

<p style="text-align: center;"><b>The Epidemic</b></p> <p>57% of Florida adults are overweight or obese. (CDC BRFSS, 2002)</p> <p>25% of Florida high school students are overweight or at risk for overweight. (CDC YRBSS, 2001)</p> <p>The obesity rate among Florida adults increased by 43% from 1990 to 2002. (CDC BRFSS, 2002)</p>	<p style="text-align: center;"><b>Program Priorities</b></p> <p>The Obesity Program has created the <i>Florida Partnership for Promoting Physical Activity and Healthful Nutrition (FPPAHN)</i>, a statewide coalition of over 100 members including healthcare professionals, community organizations, interdepartmental programs, and interested citizens. The partnership has developed a three-year strategic plan consisting of six goals:</p> <ol style="list-style-type: none"> <li>1) To slow the rise of overweight and obesity;</li> <li>2) To increase lifelong physical activity;</li> <li>3) To improve nutrition across the lifespan;</li> <li>4) To establish public policies that support the goal of reducing and preventing overweight and obesity;</li> <li>5) To improve the health of people who are overweight or obese;</li> <li>6) To build and sustain the <i>Florida Partnership</i> itself.</li> </ol> <p>Currently, workgroups are focusing on activities specified in the plan for 2003–2004, the second year of the plan. Meeting time is being dedicated to networking with other partners and hearing from expert speakers, including a presentation on grassroots advocacy and ways to be engaged in supportive activities for legislation that will be proposed in the next session of the legislature.</p>
<p style="text-align: center;"><b>Notable Partners</b></p> <p>American Heart Association American Diabetes Association Area Health Education Centers Children's Medical Services Council of Church Based Health Programs Florida Association of Health, Physical Education, Recreation, and Dance Florida Department of Education Florida Dietetic Association Florida PTA Florida Parks and Recreation Department Florida School Food Service Association Florida State University Florida School Nurses Association University of South Florida School of Public Health</p>	<p>Project period: 2003–2008 Year First funded: 2001 Funding stage: Capacity building Contact Person: Cathy Brewton, MS Program Coordinator Florida Department of Health Telephone: 850-245-4330 Ext. 2834 Fax: 850-414-6625 E-mail: <a href="mailto:cathy_brewton@doh.state.fl.us">cathy_brewton@doh.state.fl.us</a></p>
<p style="text-align: center;"><b>Major Accomplishments &amp; Products</b></p> <ul style="list-style-type: none"> <li>➤ Multiple presentations on the American Academy of Pediatrics obesity clinical guidelines for children</li> <li>➤ A 5 A Day display for use in WIC clinics</li> <li>➤ An educational teleconference on breastfeeding for health professionals</li> <li>➤ A survey of middle school students' nutrition, physical activity, and sedentary lifestyle behaviors</li> <li>➤ A curriculum for parents on healthy child nutrition and physical activity</li> </ul>	
<p style="text-align: center;"><b>Upcoming Events and Products</b></p> <ul style="list-style-type: none"> <li>➤ A billboard campaign promoting fruit and vegetable consumption and a radio campaign promoting physical activity and exercise</li> <li>➤ A breastfeeding training program for community health workers statewide</li> <li>➤ Expansion of a middle school pedometer pilot project in a five-county region</li> </ul>	



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[www.cdc.gov/nccdphp/dnpa](http://www.cdc.gov/nccdphp/dnpa)



